

Business is better in Chicago

DURING the first two weeks in May the volume of bank business in Chicago, as reported by the Federal Reserve Bank, was 10% more than during the corresponding weeks of 1921.

In the Seventh (or Chicago) Federal Reserve District the increase was 10%. In the en-

tire United States, excluding New York and Chicago, the increase was 3%.

Times are getting better everywhere, but improvement is particularly rapid in Chicago. Now is the time to advertise aggressively for business. And, when placing advertising, remember that

The TRIBUNE is first in Chicago

During the first four months of 1922 the six Chicago papers have printed advertising as follows:

Chicago Tribune 28,233 columns

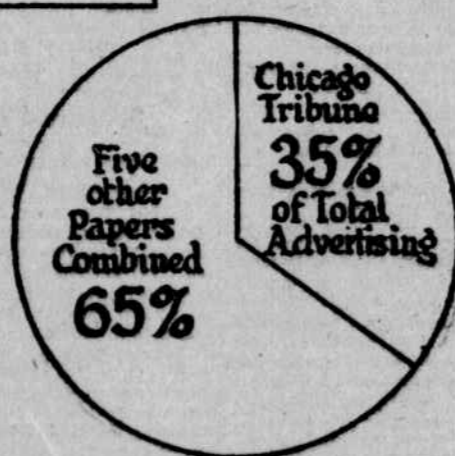
News 19,191 columns

Herald-Examiner 12,463

American 9,200

Post 5,507

Mail 5,112



During the same period they have gained or lost (compared with the same period in 1921) as follows:

Chicago Tribune 3,064 columns gain

Herald-Examiner 2,477 col's gain

American 488 col's gain

Journal 169 col's gain

Post 87 col's loss

News 1043 col's loss

SUNDAY, May 7, 1922, The Tribune carried more than 800 columns of advertising—the largest volume in its history, exclusive of such special issues as the Automobile Show editions. As the Tribune's phenomenal power to produce results for advertisers becomes more generally recognized The Tribune becomes more and more obviously "FIRST in Chicago."

Several Tribune men are stationed in New York. Ask one of them to call; or write for The Tribune's Book of Facts. Address our Eastern Advertising Offices, 512 Fifth Ave., New York City.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER